



External Relations Department

ERD/M&PRD/PR/01/2018-24

March 23, 2018

State Bank launches its Facebook page on 23rd March

The State Bank of Pakistan (SBP) formally launched its official Facebook page on March 23, 2018 on the auspicious occasion of the Pakistan Day. The SBP Facebook page can be found at <https://www.facebook.com/StateBankPakistan/>.

The dry run of the Facebook page was being conducted for quite some time. The launch is expected to attract students, academia, business circles, journalists and financial analysts alike who will now be able to access official announcements, event details, policy statements and data and have a better understanding of the Bank and its functions in general.

Governor SBP Mr. Tariq Bajwa in his message hoped that gradual expansion being made in communication tools would help SBP to keep itself abreast with modern means of communication and interact with its stakeholders. He went on to add, "SBP communications not only bridge the information gap of its stakeholders but also promotes credibility and understanding of its policies and remove uncertainties to the best possible manner."

The followers can find the first exclusive interview of Governor SBP, Tariq Bajwa, on Facebook and Twitter pages of the Bank on March 23, 2018 wherein he shares interesting details of his personal and professional life along with the Bank's plans.

Chief Spokesman Mr. Abid Qamar in his statement said that SBP will always keep pace with the demands of modern means of communication and launch of Facebook is one small step in this direction. "SBP will continue to communicate authentic information about macroeconomic fundamentals, stability of financial institutions and conduct of policy initiatives through Facebook account besides spreading awareness on matters of public interest to its audience globally," he further added.

It may be recalled that SBP embarked on its journey on social media by launching its Twitter account on 1st July, 2015, which is now a verified official account for SBP. The page can be found @StateBank_Pak.'
